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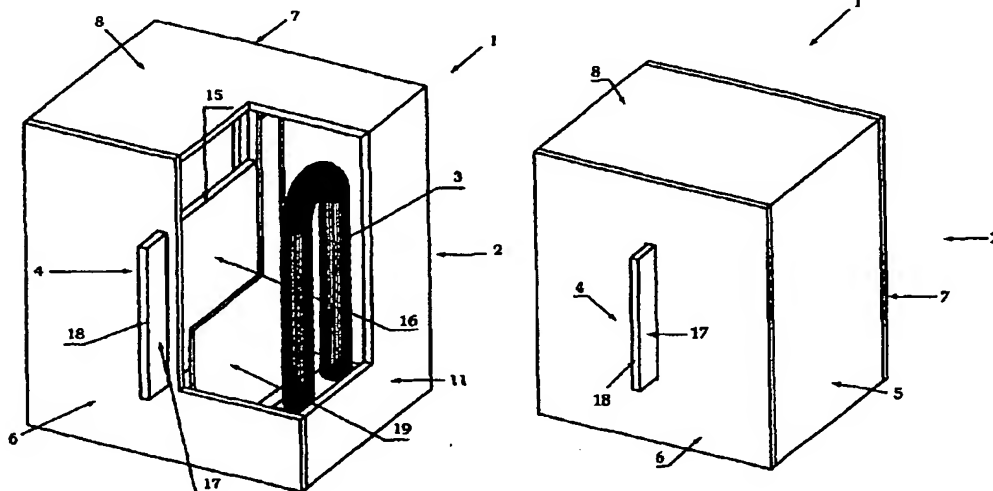
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(54) Title: **ILLUMINATED INDICIA**



(57) **Abstract:** The present invention relates to an illuminated indicia (4) formed from a material capable of absorbing light and transmitting light to an exposed edge. The material is preferably a fluorescent plastic material such as fluorescent acrylic sheets or molded members. The indicia (4) has a light absorbing section and a display section. The light absorbing section is exposed to a light source and the absorbed light is transmitted to the exposed edge (18) of the display section. The thickness of the exposed edge (18) of the display section is less than the length of the light absorbing section. Under typical indoor and outdoor lighting conditions, a constant passive illumination is created by the exposed edge of the display section. In a preferred embodiment the indicia is formed from material containing a light stimulating agent or additive. When the intensity of the light is sufficient, a halo effect may be achieved at the exposed edge.

WO 2004/042680 A1

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